

## ORDER



KLAS

## Orders

Order / Rev: 37459  
 Alt Order #: 08876320  
 Product Desc: ISSUE  
 Estimate: 1936  
 Flight Dates: 10/02/12 - 10/08/12  
 Original Date / Rev: 10/01/12 / 10/05/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

## Agency

Name: Great American Media  
 Buying Contact: Maura Gilroy  
 Billing Contact:  
 1010 Wisconsin Avenue NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: DSCC  
 Demographic: A25-54  
 Product Codes: PO4  
 Priority: LV2  
 Revenue Codes: AGY, POL, ISS

New Business Thru:  
 Order Separation: 00:10:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	30	\$90,350.00	\$76,797.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$90,350.00	\$76,797.50	0.00
Totals	30	\$90,350.00	\$76,797.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/02/12	10/08/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00
				8 News Now 6a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,400.00		0.00			
N 2	8	10/02/12	10/08/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,200.00		0.00			
N 3	8	10/02/12	10/08/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
				8 News Now Noon M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$1,200.00		0.00			
N 4	8	10/02/12	10/08/12	1230-2p Soaps/ LMAD	CM	1230-2p	MTWTF--	:30	2	\$1,350.00	LV1	0.00	NM	2	\$2,700.00
				Soaps / Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,350.00		0.00			
N 5	8	10/02/12	10/08/12	Ellen	CM	3-4p	MTWTF--	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,600.00		0.00			
N 6	8	10/02/12	10/08/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	3	\$1,600.00	LV1	0.00	NM	3	\$4,800.00
				8 News Now 4p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$1,600.00		0.00			

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Product Desc:	ISSUE
Estimate:	1936

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